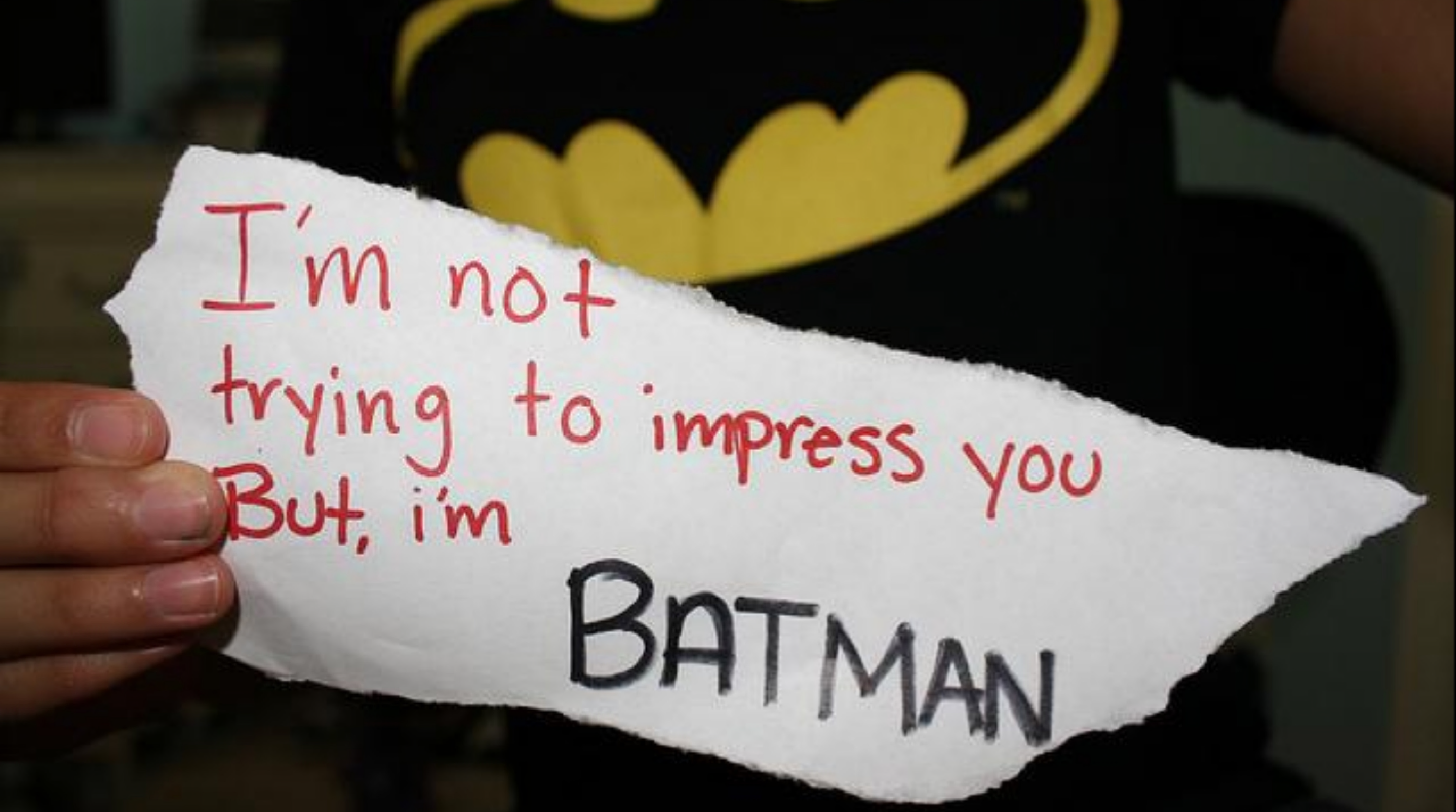


The ART of DECEPTION

TRAINING FOR A NEW GENERATION OF ONLINE COVERT OPERATIONS

GCHQ

SECRET//SI//REL TO USA, FVEY

HSOC

HUMAN SCIENCE OPERATIONS CELL

JTRIG

Online HUMINT

Strategic Influence

Disruption and CNA

ANTHROPOLOGY

PSYCHOLOGY

SOCIOLOGY



ECONOMICS

HISTORY

BIOLOGY

POLITICAL SCIENCE

Culture

Deception

Ethnography

Influence

ANTHROPOLOGY

Ethnography

Magic

PSYCHOLOGY

SOCIOLOGY

Personality



Compliance

Trust

Elicitation

Obedience

ECONOMICS

Social Networks

Belief

HISTORY

Religion

BIOLOGY

POLITICAL SCIENCE

Key Leader Engagement

Neuroscience

Global Trends

Evolutionary Biology

S4

SCIENCE

SIGINT

SKILLS

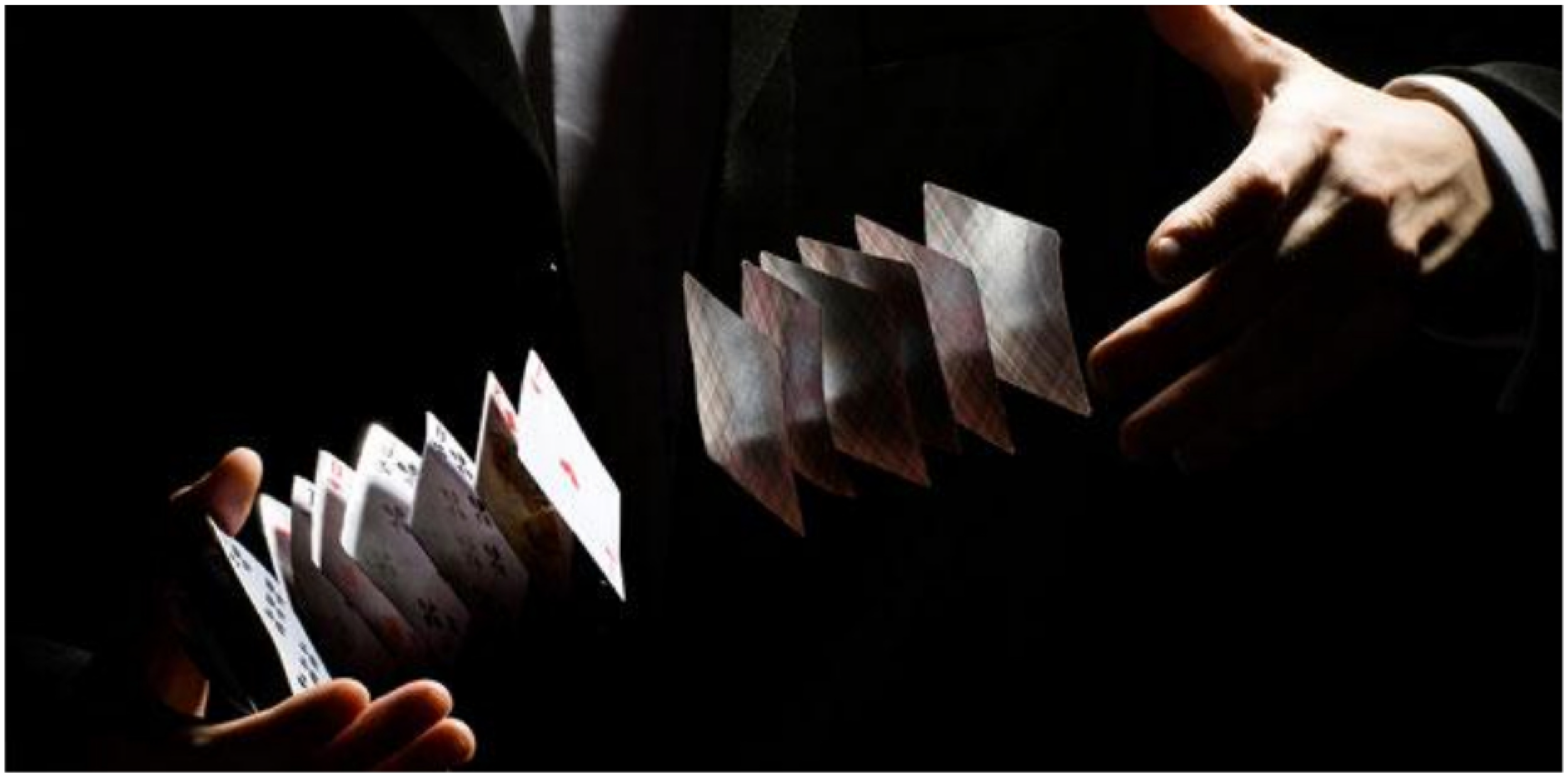
SYSTEMS

JTRIG

Online HUMINT

Strategic Influence

Disruption and CNA



We want to build Cyber *Magicians*.

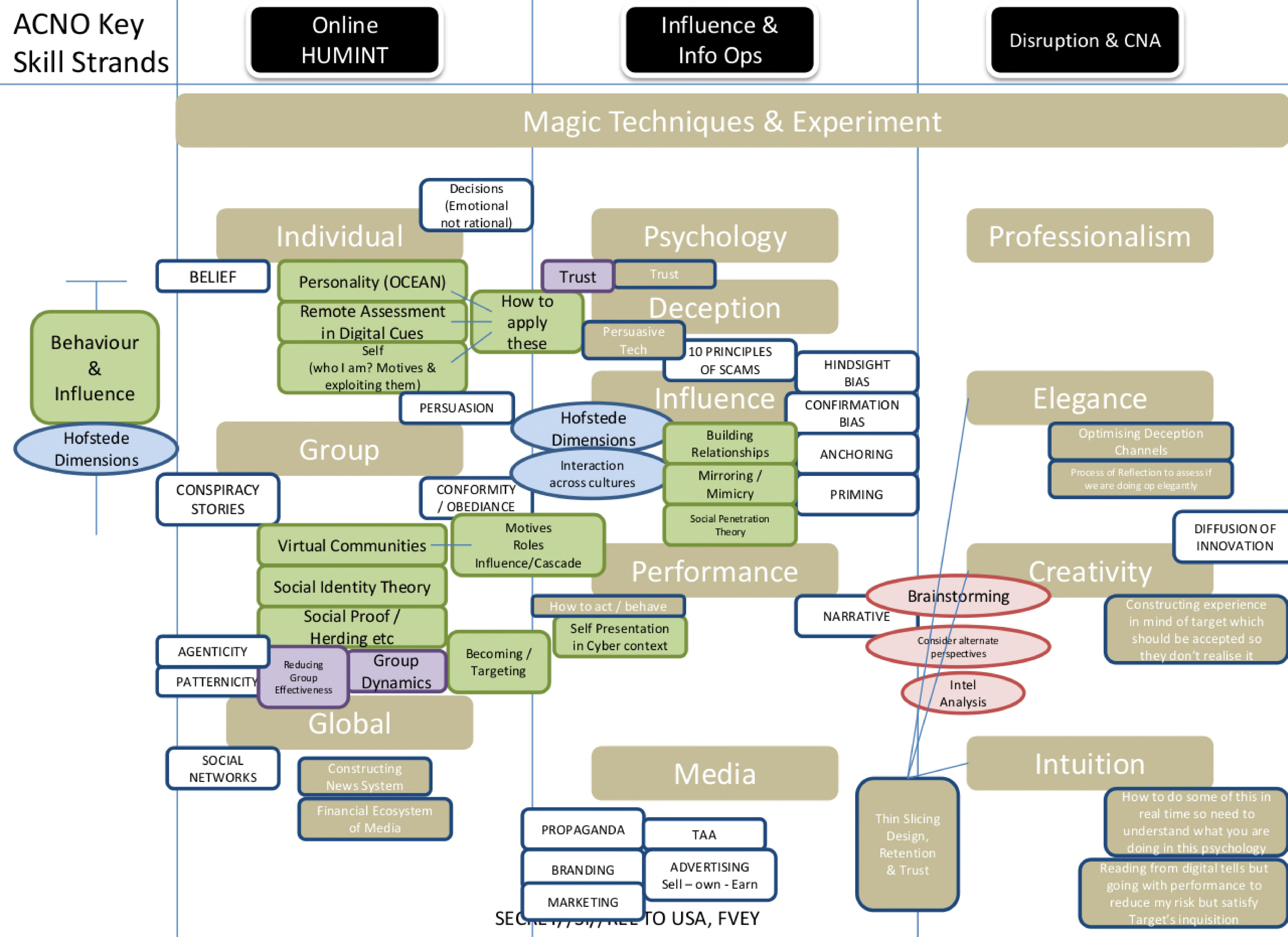
ocaa

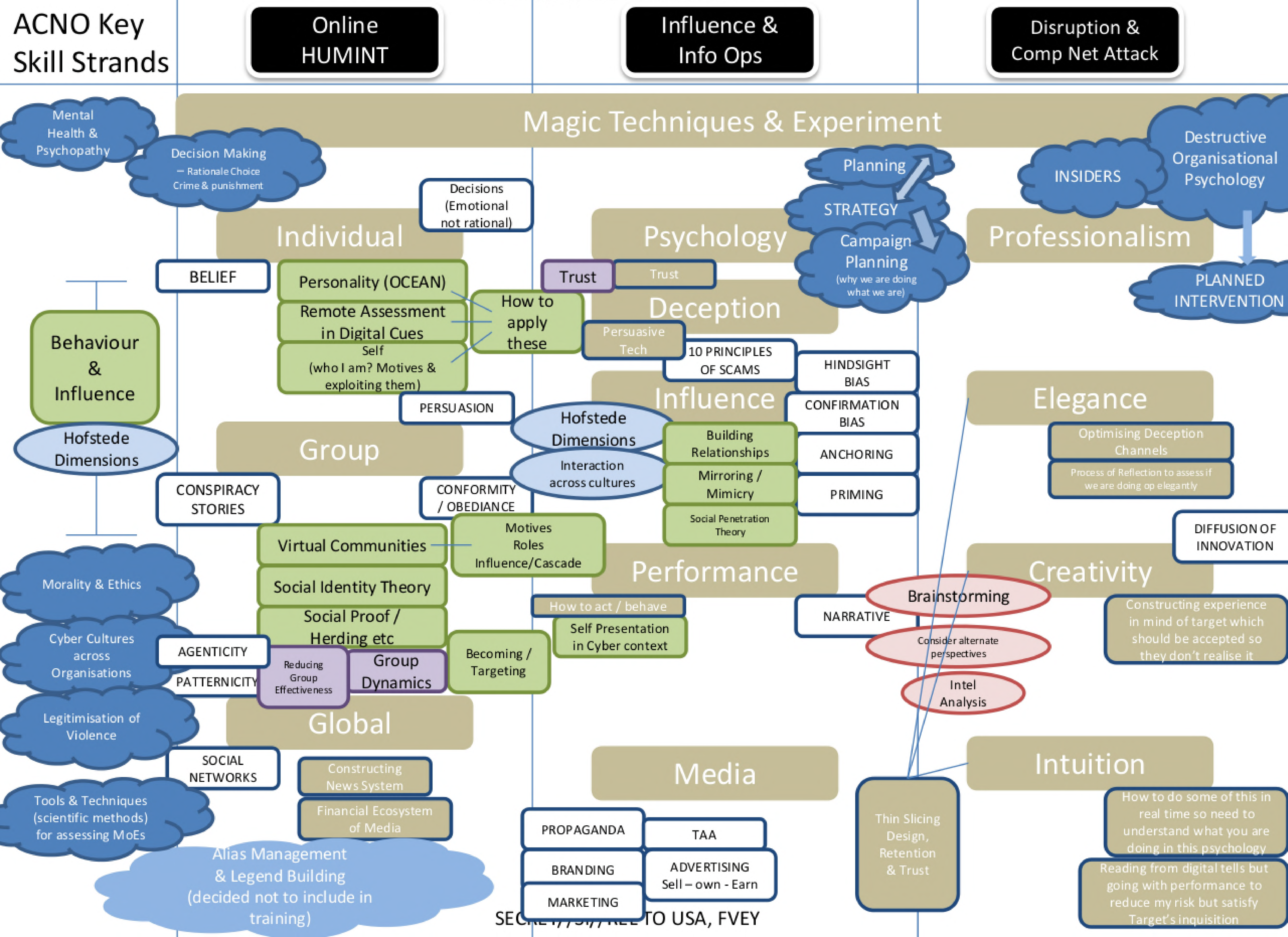
Online Covert Action

Accreditation

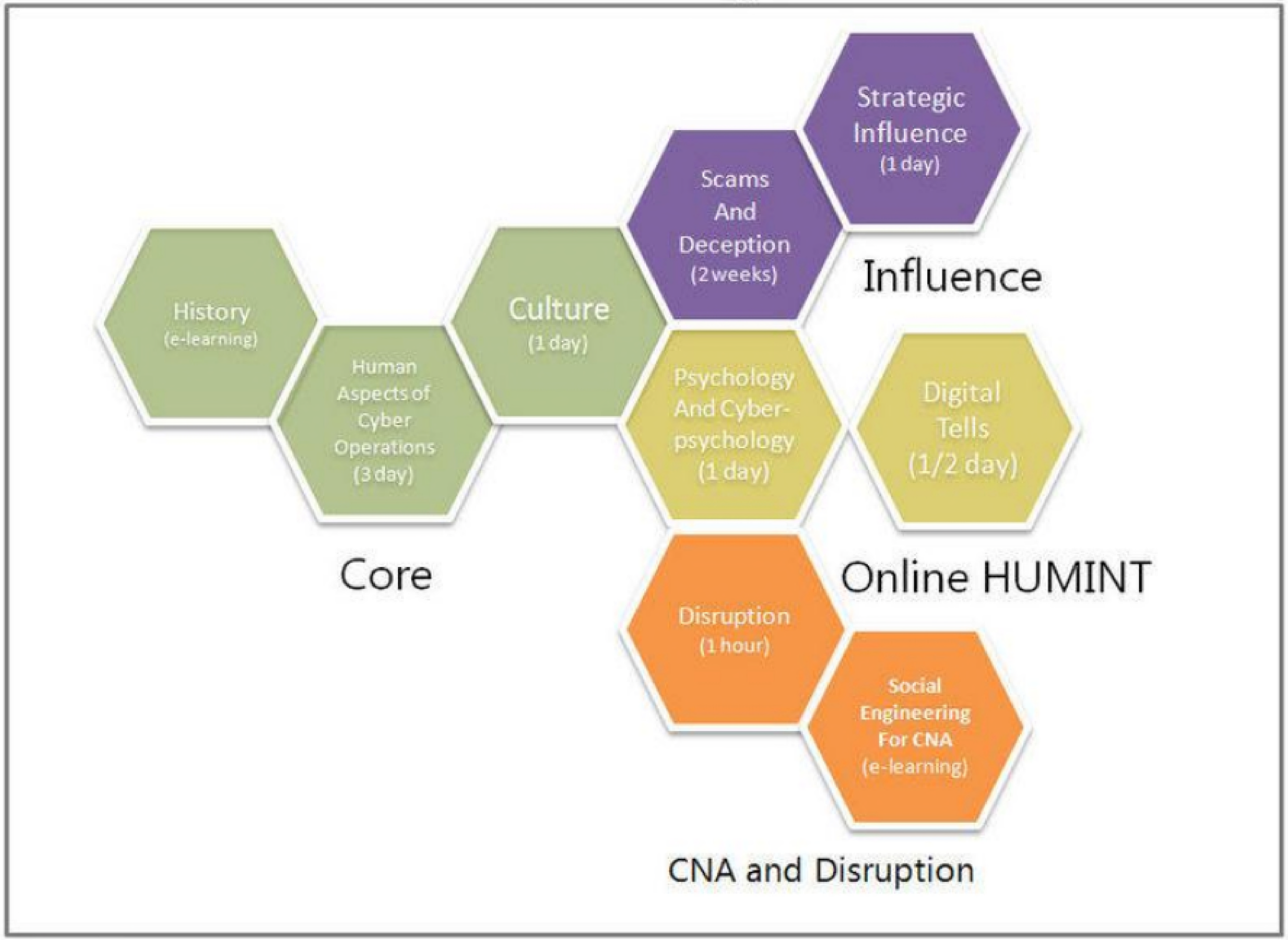
ACNO Key Skill Strands

Online HUMINT	Influence & Info Ops	Disruption & CNA
Magic Techniques & Experiment		
Individual	Psychology	Professionalism
	Deception	
		Elegance
Group		
	Performance	Creativity
Global		
	Media	Intuition


ACNO Key Skill Strands
Online HUMINT
Influence & Info Ops
Disruption & CNA
Magic Techniques & Experiment
Decisions (Emotional not rational)
Individual
Psychology
Professionalism
BELIEF
Personality (OCEAN)
Remote Assessment in Digital Cues
Self (who I am? Motives & exploiting them)
How to apply these
Trust
Trust
Deception
Persuasive Tech
10 PRINCIPLES OF SCAMS
HINDSIGHT BIAS
CONFIRMATION BIAS
ANCHORING
PRIMING
Behaviour & Influence
Hofstede Dimensions
PERSUASION
Hofstede Dimensions
Influence
Elegance
Group
Interaction across cultures
Building Relationships
Mirroring / Mimicry
Social Penetration Theory
Optimising Deception Channels
Process of Reflection to assess if we are doing op elegantly
CONSPIRACY STORIES
CONFORMITY / OBEDIANCE
Virtual Communities
Motives Roles Influence/Cascade
Performance
DIFFUSION OF INNOVATION
Creativity
Social Identity Theory
How to act / behave
Self Presentation in Cyber context
NARRATIVE
Brainstorming
Consider alternate perspectives
Intel Analysis
Constructing experience in mind of target which should be accepted so they don't realise it
Social Proof / Herding etc
AGENTICITY
PATTERNICITY
Reducing Group Effectiveness
Group Dynamics
Becoming / Targeting
Global
SOCIAL NETWORKS
Constructing News System
Financial Ecosystem of Media
Media
Intuition
PROPAGANDA
TAA
BRANDING
ADVERTISING Sell – own - Earn
MARKETING
Thin Slicing Design, Retention & Trust
How to do some of this in real time so need to understand what you are doing in this psychology
Reading from digital tells but going with performance to reduce my risk but satisfy Target's inquisition
TO USA, FVEY


ACNO Key Skill Strands
Online HUMINT
Influence & Info Ops
Disruption & Comp Net Attack
Magic Techniques & Experiment
Mental Health & Psychopathy
Decision Making – Rationale Choice Crime & punishment
Decisions (Emotional not rational)
Planning
STRATEGY
Campaign Planning (why we are doing what we are)
INSIDERS
Destructive Organisational Psychology
PLANNED INTERVENTION
Individual
Psychology
Professionalism
BELIEF
Personality (OCEAN)
Remote Assessment in Digital Cues
Self (who I am? Motives & exploiting them)
How to apply these
Trust
Trust
Deception
Persuasive Tech
10 PRINCIPLES OF SCAMS
HINDSIGHT BIAS
CONFIRMATION BIAS
ANCHORING
PRIMING
Behaviour & Influence
Hofstede Dimensions
PERSUASION
Hofstede Dimensions
Interaction across cultures
Influence
Building Relationships
Mirroring / Mimicry
Social Penetration Theory
Elegance
Optimising Deception Channels
Process of Reflection to assess if we are doing op elegantly
Group
CONSPIRACY STORIES
CONFORMITY / OBEDIANCE
Virtual Communities
Motives Roles Influence/Cascade
Social Identity Theory
Social Proof / Herding etc
Performance
DIFFUSION OF INNOVATION
Creativity
Brainstorming
NARRATIVE
Consider alternate perspectives
Intel Analysis
Constructing experience in mind of target which should be accepted so they don't realise it
Morality & Ethics
Cyber Cultures across Organisations
AGENTICITY
PATTERNICITY
Reducing Group Effectiveness
Group Dynamics
Becoming / Targeting
How to act / behave
Self Presentation in Cyber context
Legitimisation of Violence
Global
SOCIAL NETWORKS
Constructing News System
Financial Ecosystem of Media
Media
Intuition
Thin Slicing Design, Retention & Trust
How to do some of this in real time so need to understand what you are doing in this psychology
Reading from digital tells but going with performance to reduce my risk but satisfy Target's inquisition
Tools & Techniques (scientific methods) for assessing MoEs
Alias Management & Legend Building (decided not to include in training)
PROPAGANDA
TAA
BRANDING
ADVERTISING Sell – own - Earn
MARKETING
TO USA, FVEY

Human Science Learning Path



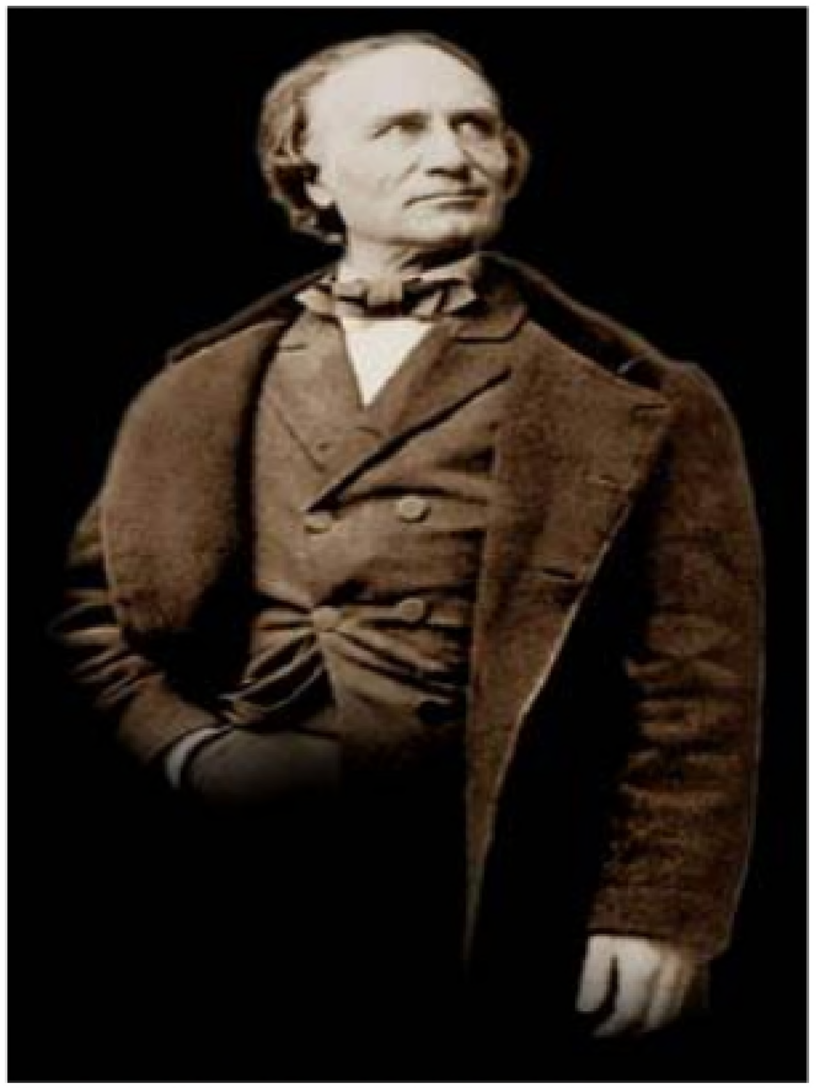
HSOC
HUMAN SCIENCE OPERATIONS CELL

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Magicians, the military and intelligence



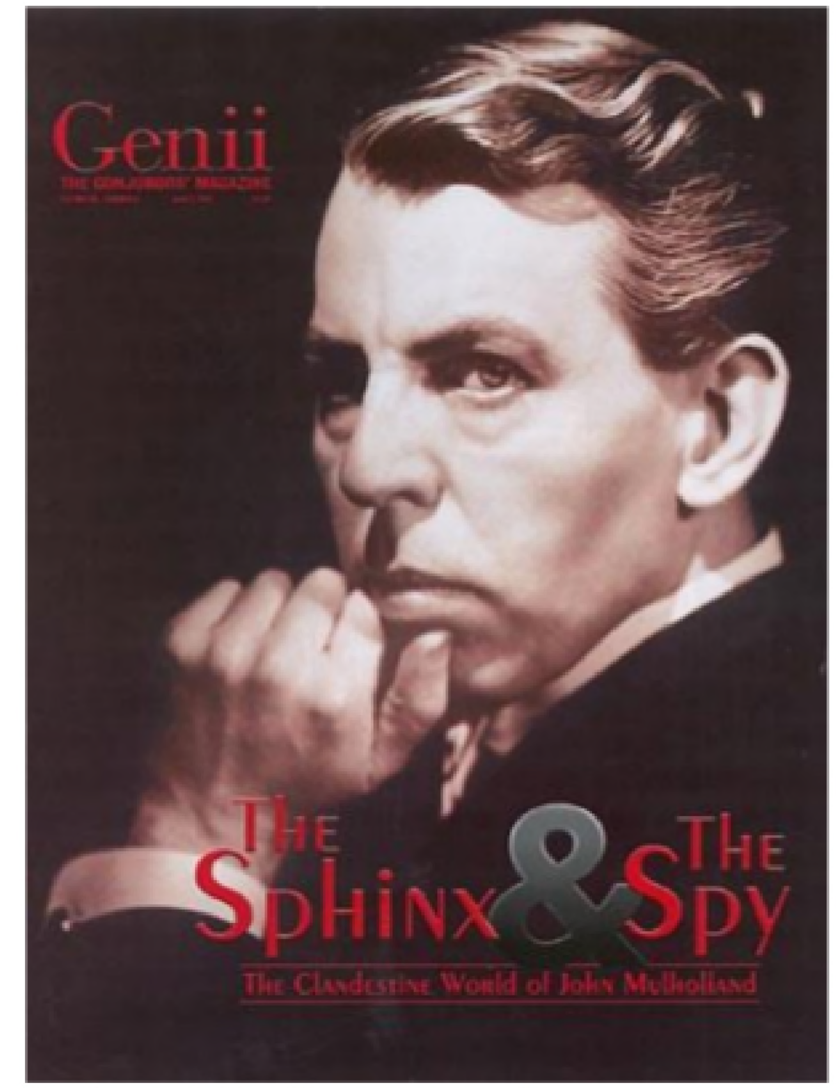
Jean Robert-Houdin

1856 mission on behalf of Napoleon III to help quell the Marabout-led uprising in Algeria.



Jasper Maskelyne

1940s Camouflage work during the Second World War.



John Mulholland

1950s CIA work on the application of conjuring to 'clandestine activities'.

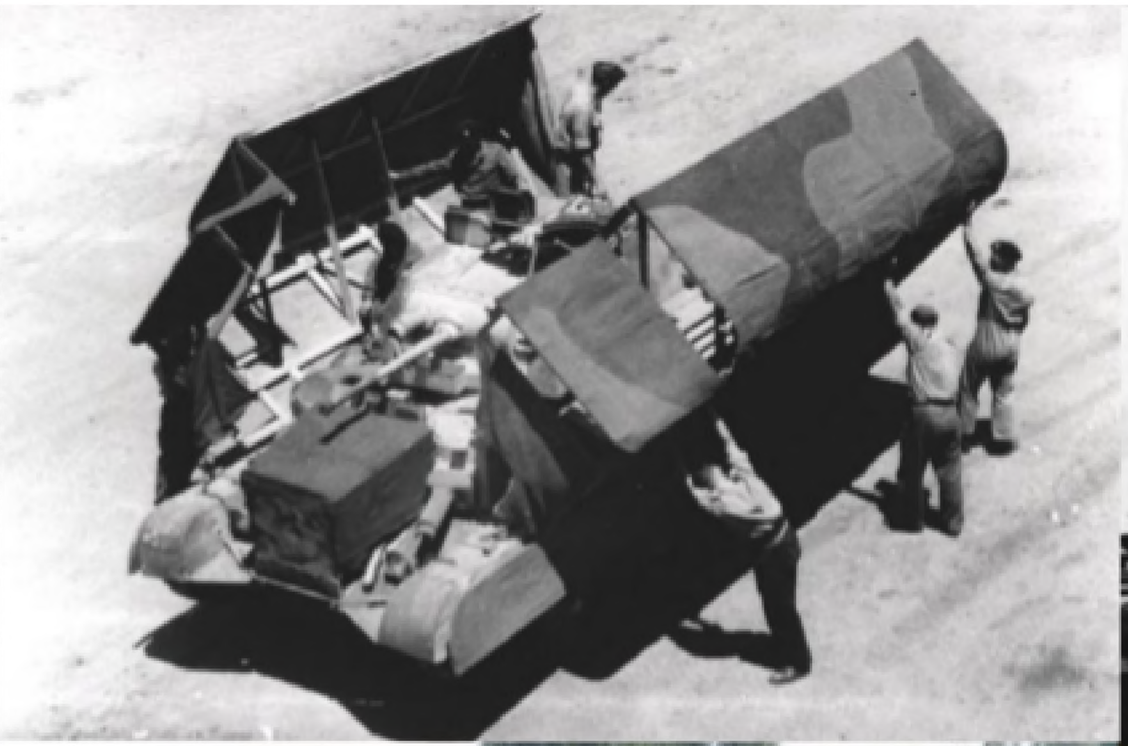
Dissimulation - Hide the real

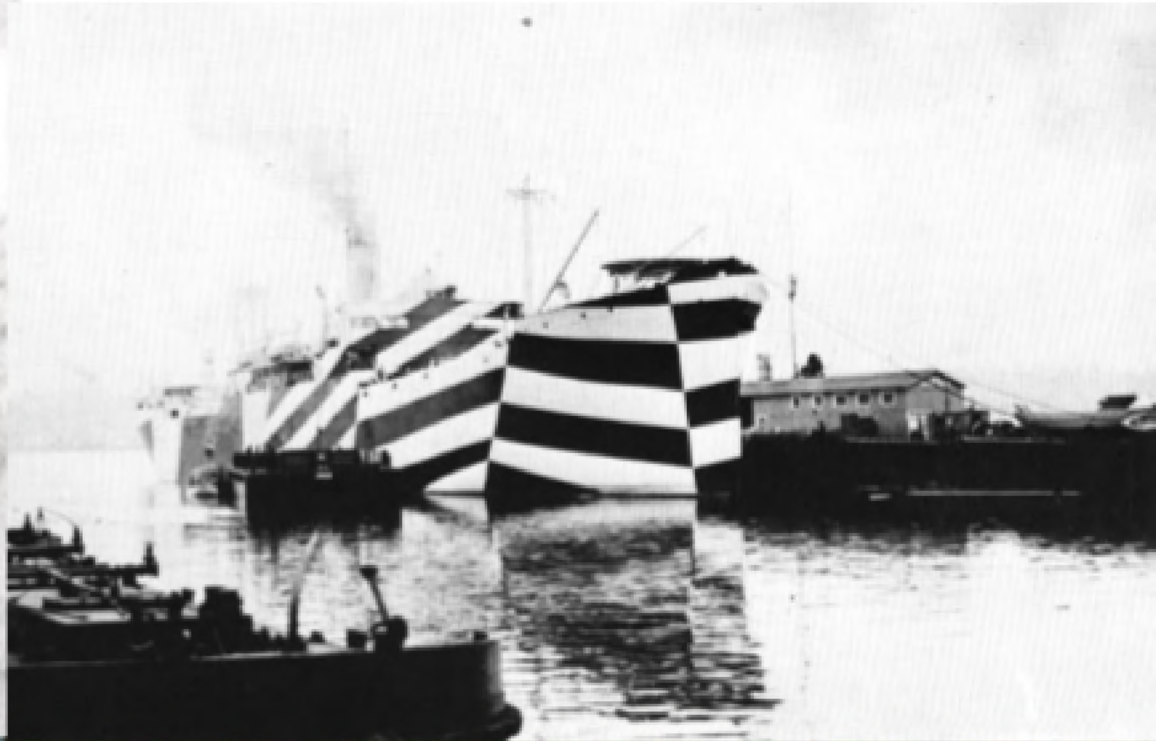
Masking

Repackaging

Dazzling













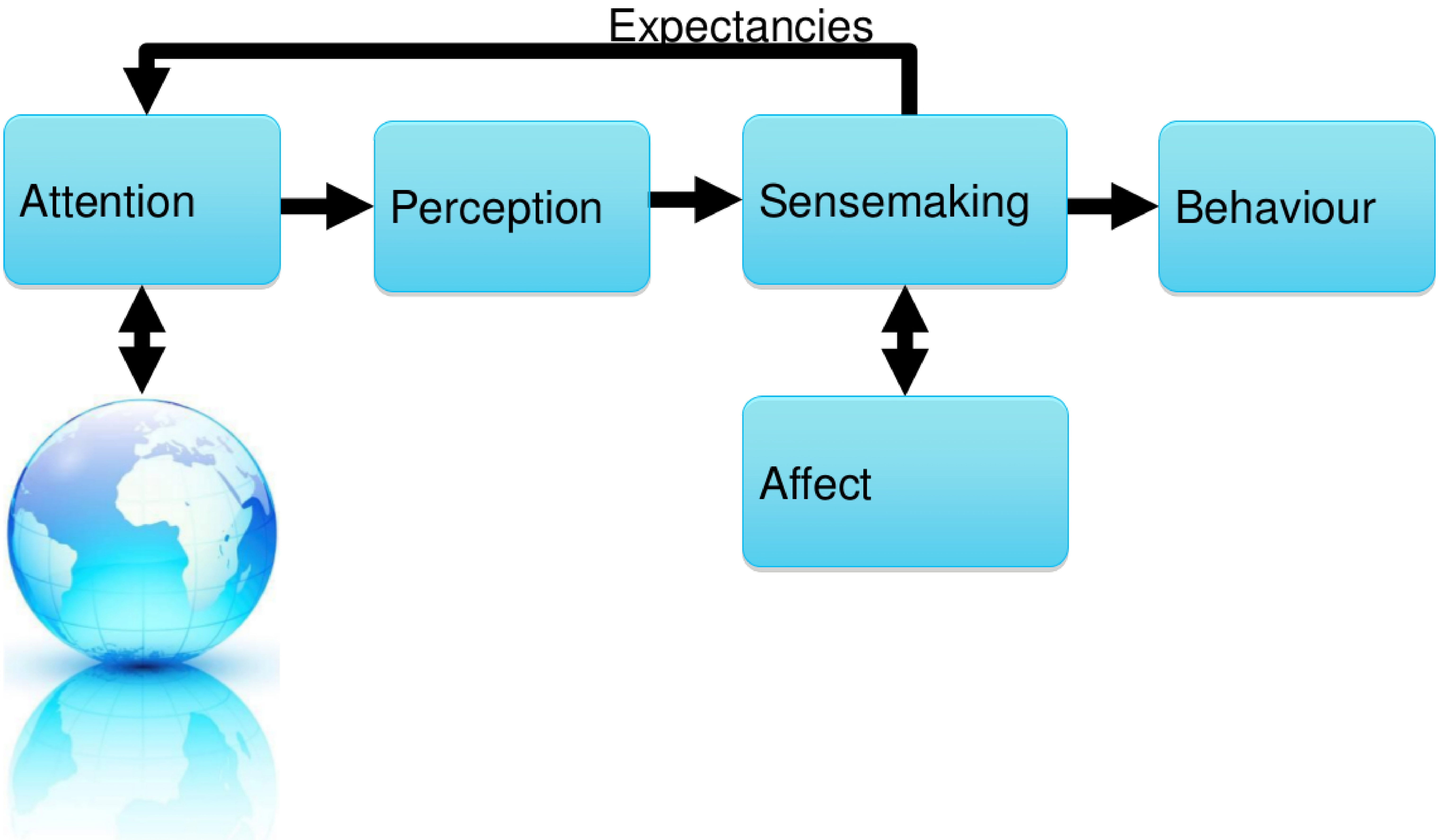
Mimicking

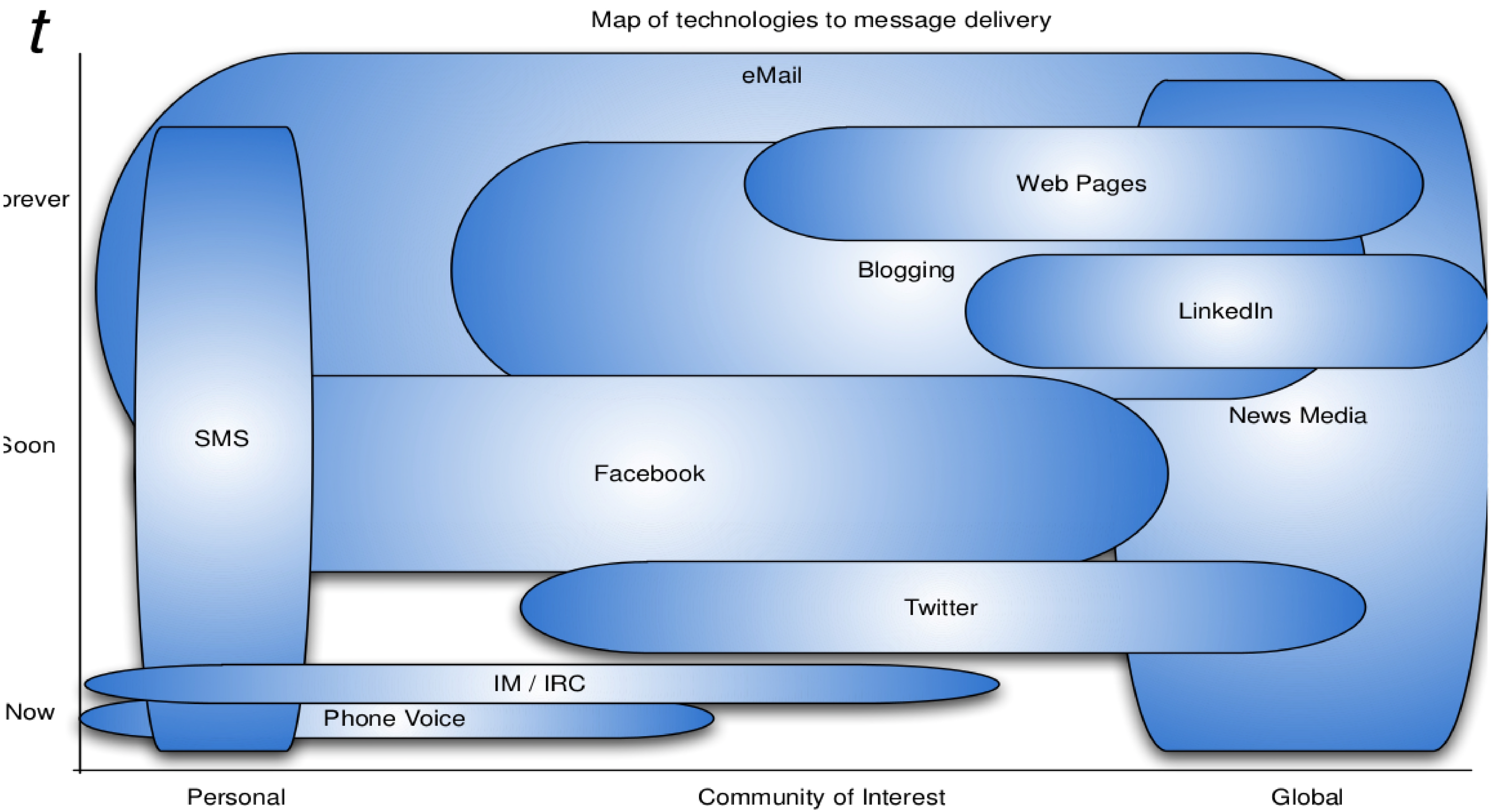
Inventing

Decoying

Simulation – Show the false

The psychological building blocks of deception



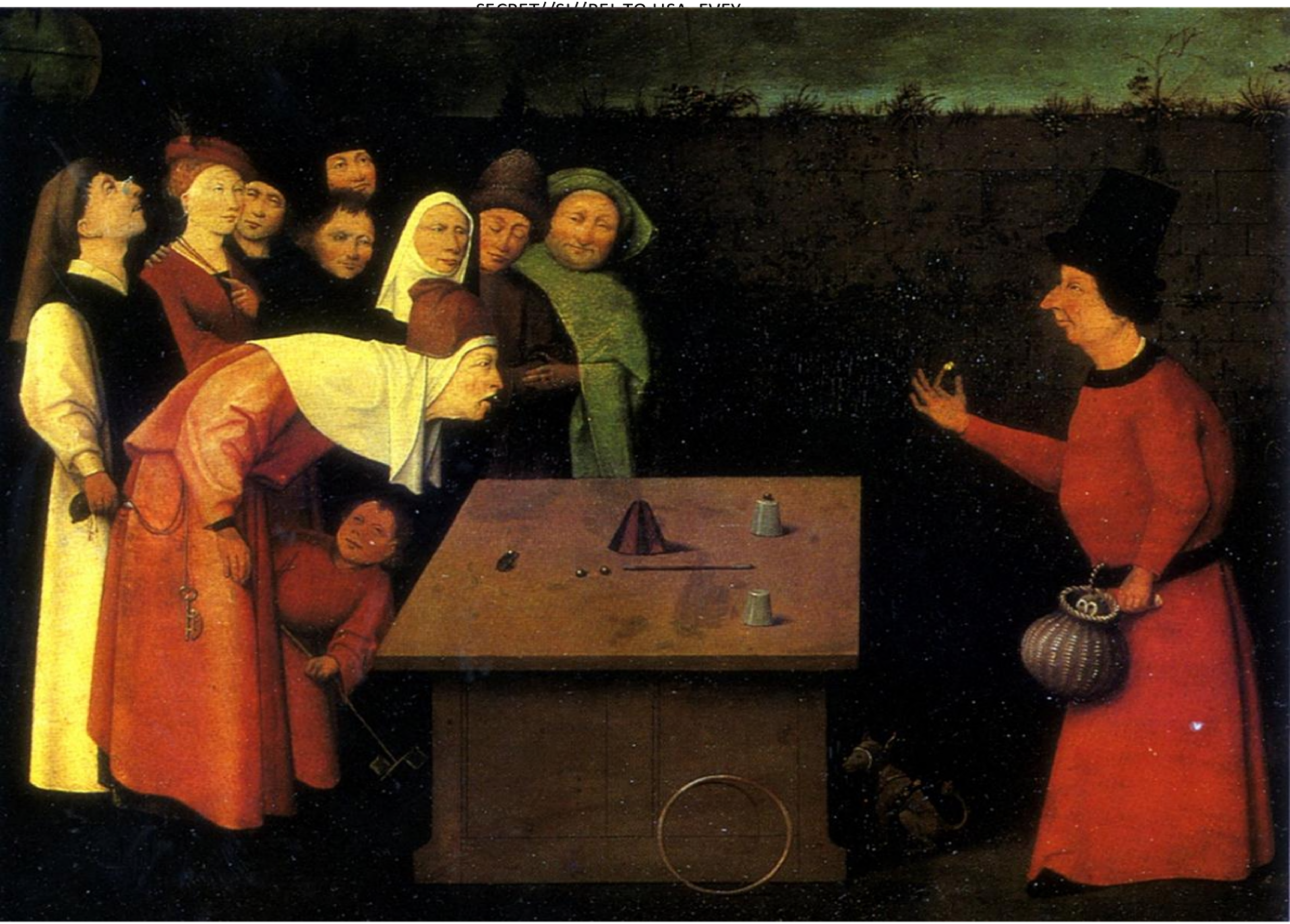


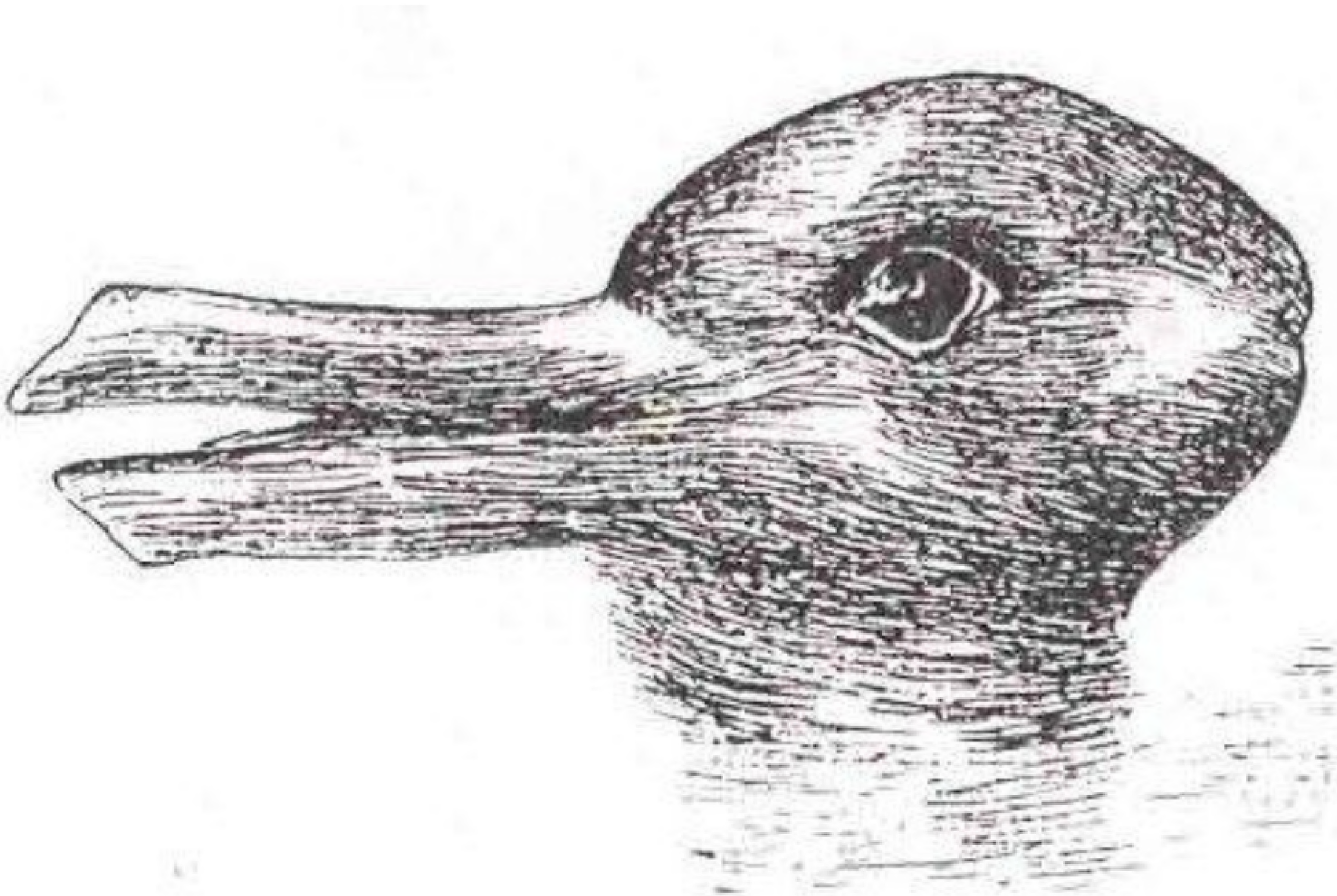
t
Map of technologies to message delivery
eMail
Web Pages
Blogging
LinkedIn
News Media
SMS
Facebook
Twitter
IM / IRC
Phone Voice
orever
Soon
Now
Personal
Community of Interest
Global

Attention Management



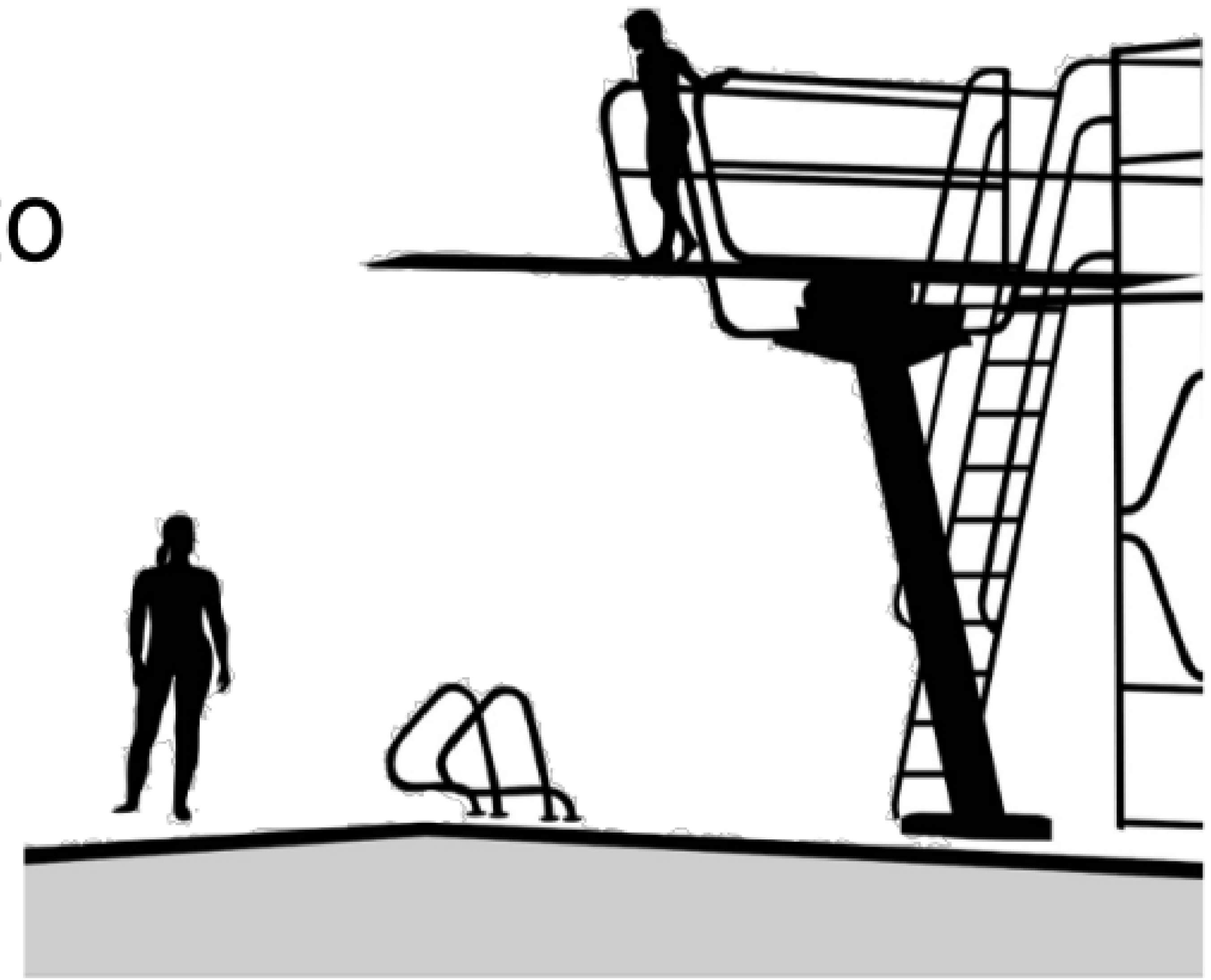






Expectancies

- We look where we expect something interesting to happen
- We are biased to see/hear/feel/smell/taste what we strongly expect to see/hear/feel/smell/taste



Gambits for Deception

Attention	Control attention Conspicuity & Expectancies	The big move covers the little move	The Target looks where you look	Attention drops at the perceived end	Repetition reduces vigilance
Perception	Mask/Mimic Eliminate - Blend Recreate - Imitate	Repackage/Invent Modify old cues Create new cues	Dazzle/Decoy Blur old cues Create alternate cues	Make the cue dynamic	Stimulate multiple sensors
Sensemaking	Exploit prior beliefs	Present story fragments	Repetition creates expectancies	Haversack Ruse (The Piece of Bad Luck)	Swap the real for the false, & vice versa
Affect	Create Cognitive Stress	Create Physiological Stress	Create Affective Stress (+/-)	Cialdini+2	Exploit shared affect
Behaviour	Simulate the action	Simulate the outcome	Time-shift perceived behaviour	Divorce behaviour from outcome	Channel behaviour



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STRAND 2:
Influence and Information Operations

10 Principles for Influence

The Time Principle

The Need and Greed Principle

The Deception Principle

The Social Compliance/ Authority Principle

The Dishonesty Principle

The Herd Principle

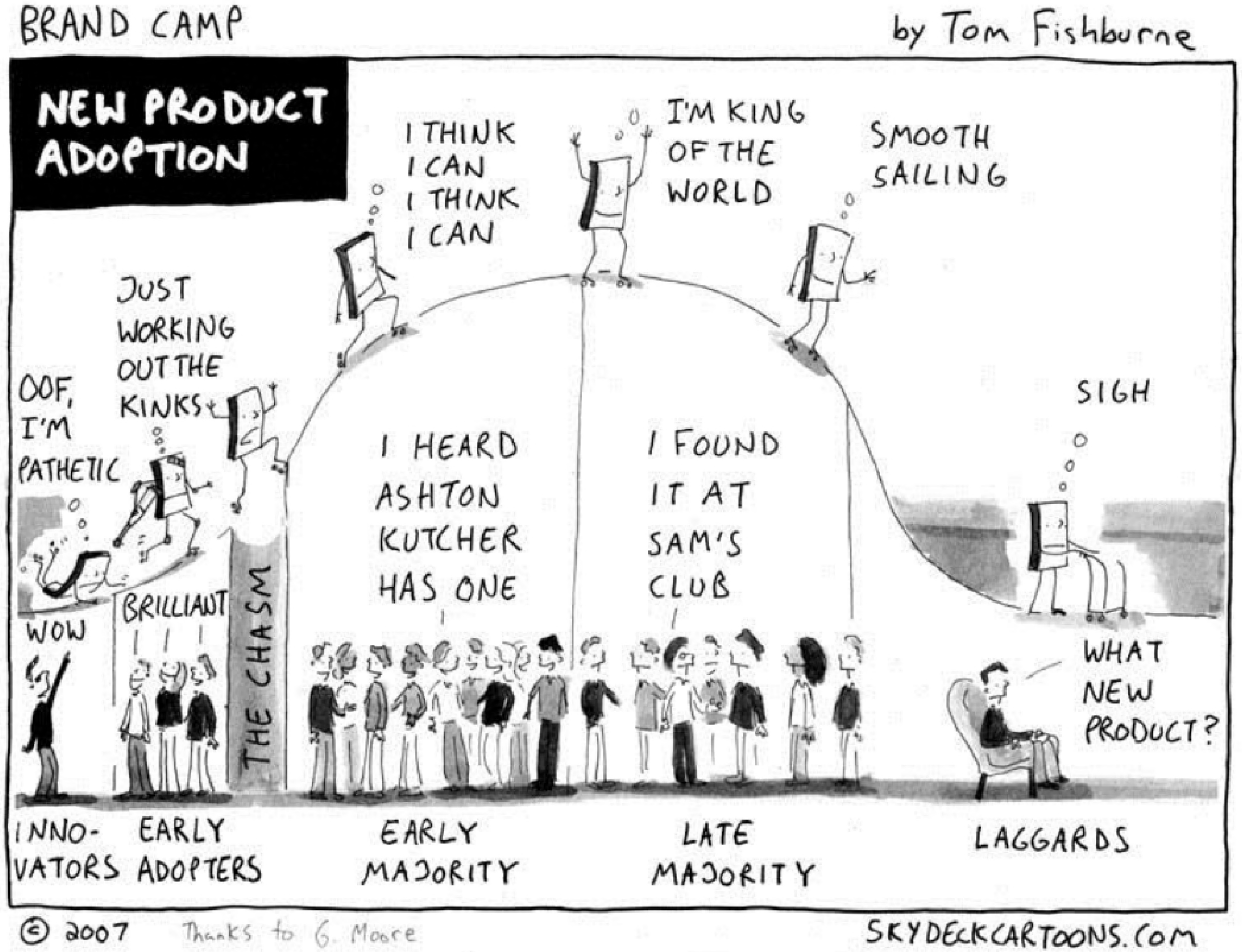
The Distraction Principle

The Consistency Principle

The Reciprocity Principle

The Flattery Principle

שתו
קוקה-קולה
Coca-Cola
סימן רשום

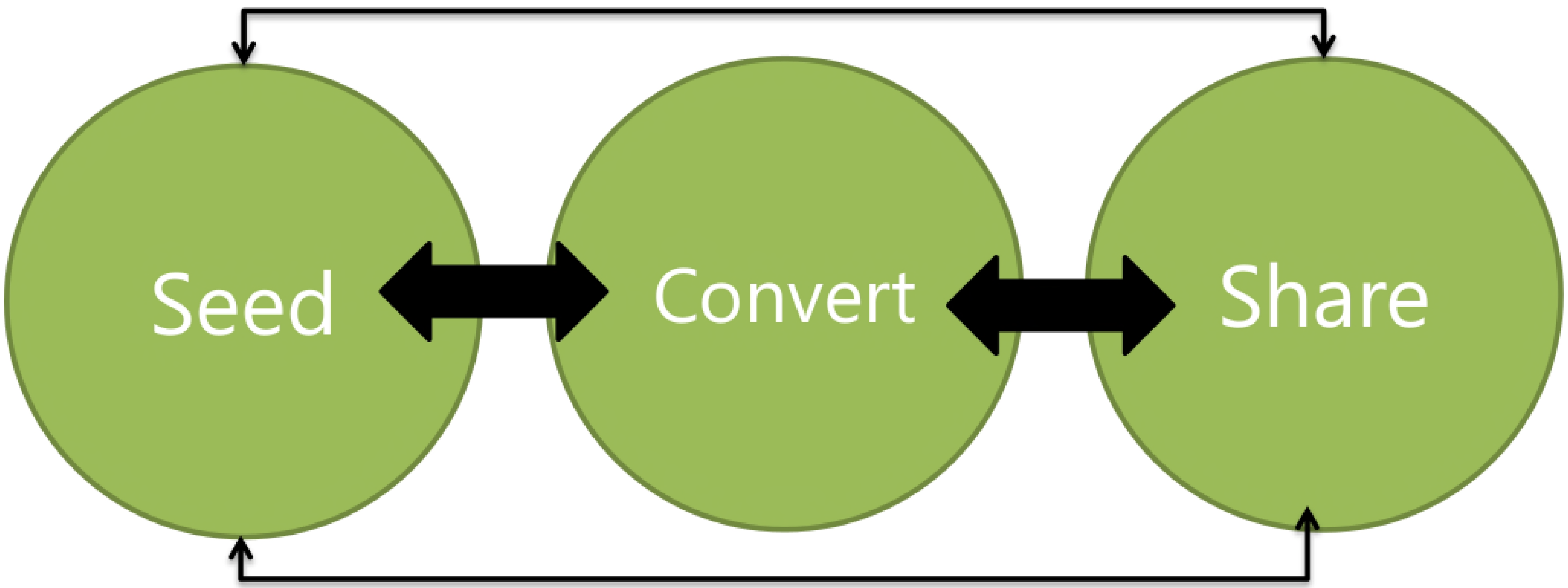

BRAND CAMP
by Tom Fishburne
NEW PRODUCT ADOPTION
OOF, I'M PATHETIC
JUST WORKING OUT THE KINKS
I THINK I CAN I THINK I CAN
I'M KING OF THE WORLD
SMOOTH SAILING
SIGH
WOW
BRILLIANT
THE CHASM
I HEARD ASHTON KUTCHER HAS ONE
I FOUND IT AT SAM'S CLUB
WHAT NEW PRODUCT?
INNO-VATORS
EARLY ADOPTERS
EARLY MAJORITY
LATE MAJORITY
LAGGARDS
© 2007
Thanks to G. Moore
SKYDECKCARTOONS.COM



People make decisions as part of groups

People make decisions for emotional reasons not rational ones.

Social Creativity



"Passion, Density and Empowerment"



Do you ❤ your brand?


Whole Foods Market
Fresh Ground
Buffalo
$4.99lb
Reg. $5.99



Redbud, Illinois, April 23, 1950


10:07 AM
NOV. 17, 2005
10:07 AM
NOV. 17, 2005
©2005-ARTURO ROBLES
10:08 AM
NOV. 17, 2005
10:08 AM
NOV. 17, 2005


© Apex


Nikon
D80

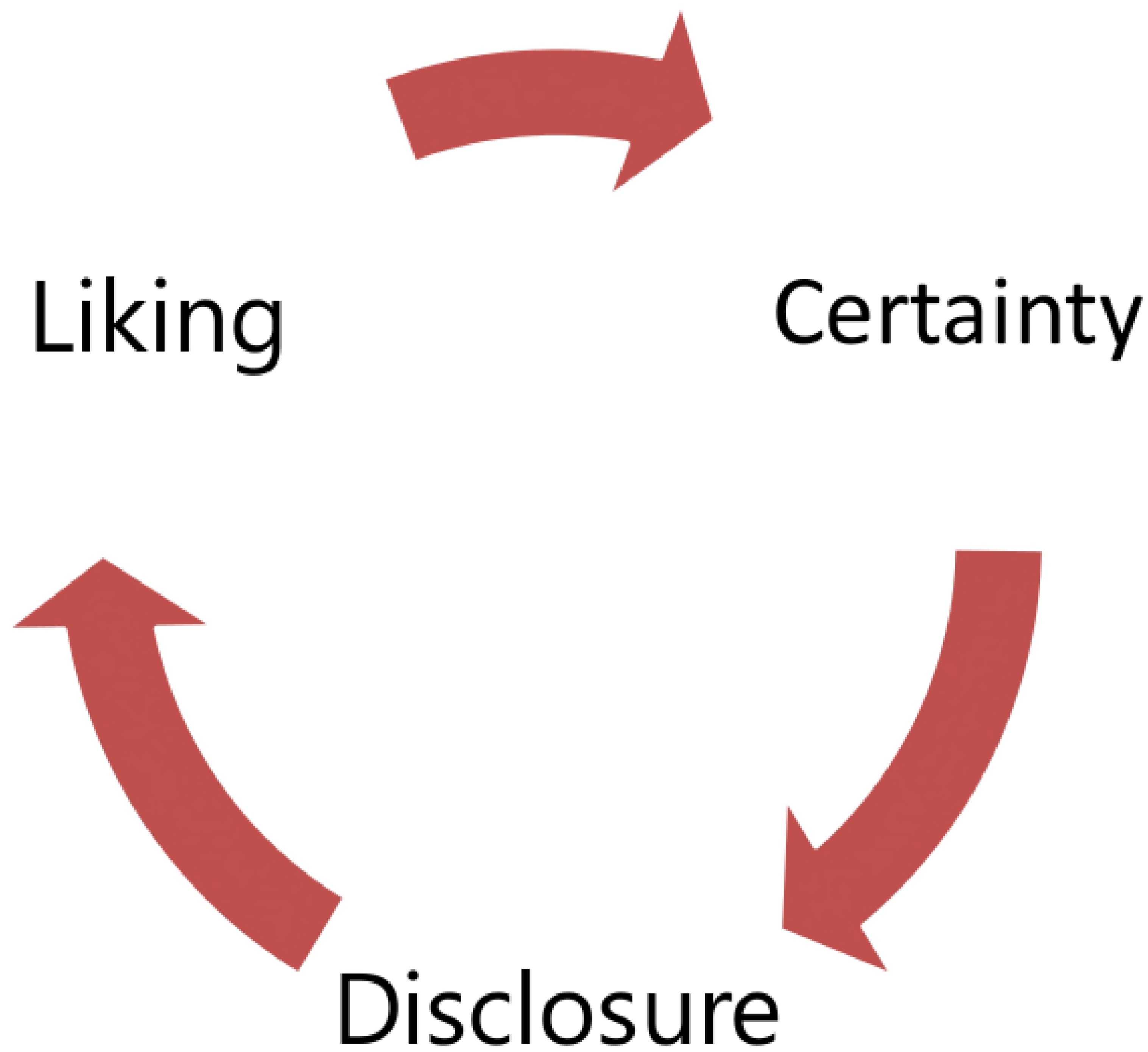
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STRAND 3
Online HUMINT


OCEAN
Openness
Contentiousness
Extroversion
Agreeableness
Neuroticism


Liking
Certainty
Disclosure

Mirroring
People copy each other while in social interaction with them.

- body language
- language cues
- expressions
- eye movements
- emotions

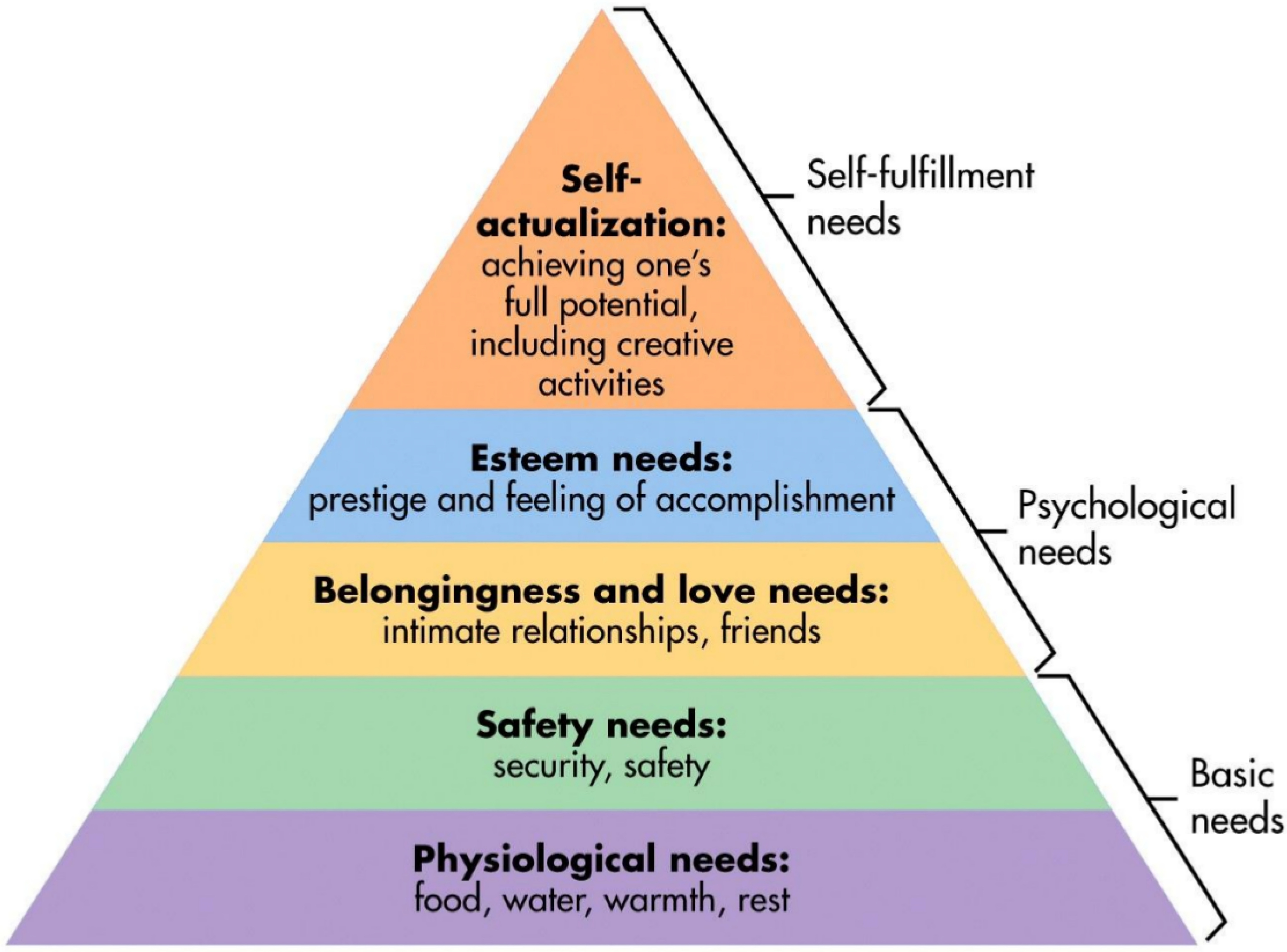
Accommodation

Adjustment of speech, patterns, and language towards another person in communications

- People in conversation tend to converge
- Depends on empathy and other personality traits
- Possibility of over-accommodation and end up looking condescending

Mimicry
adoption of specific social traits by the communicator from the other participant

Question: Can I game this?


Self-actualization: achieving one's full potential, including creative activities
Esteem needs: prestige and feeling of accomplishment
Belongingness and love needs: intimate relationships, friends
Safety needs: security, safety
Physiological needs: food, water, warmth, rest
Self-fulfillment needs
Psychological needs
Basic needs

Who are you?



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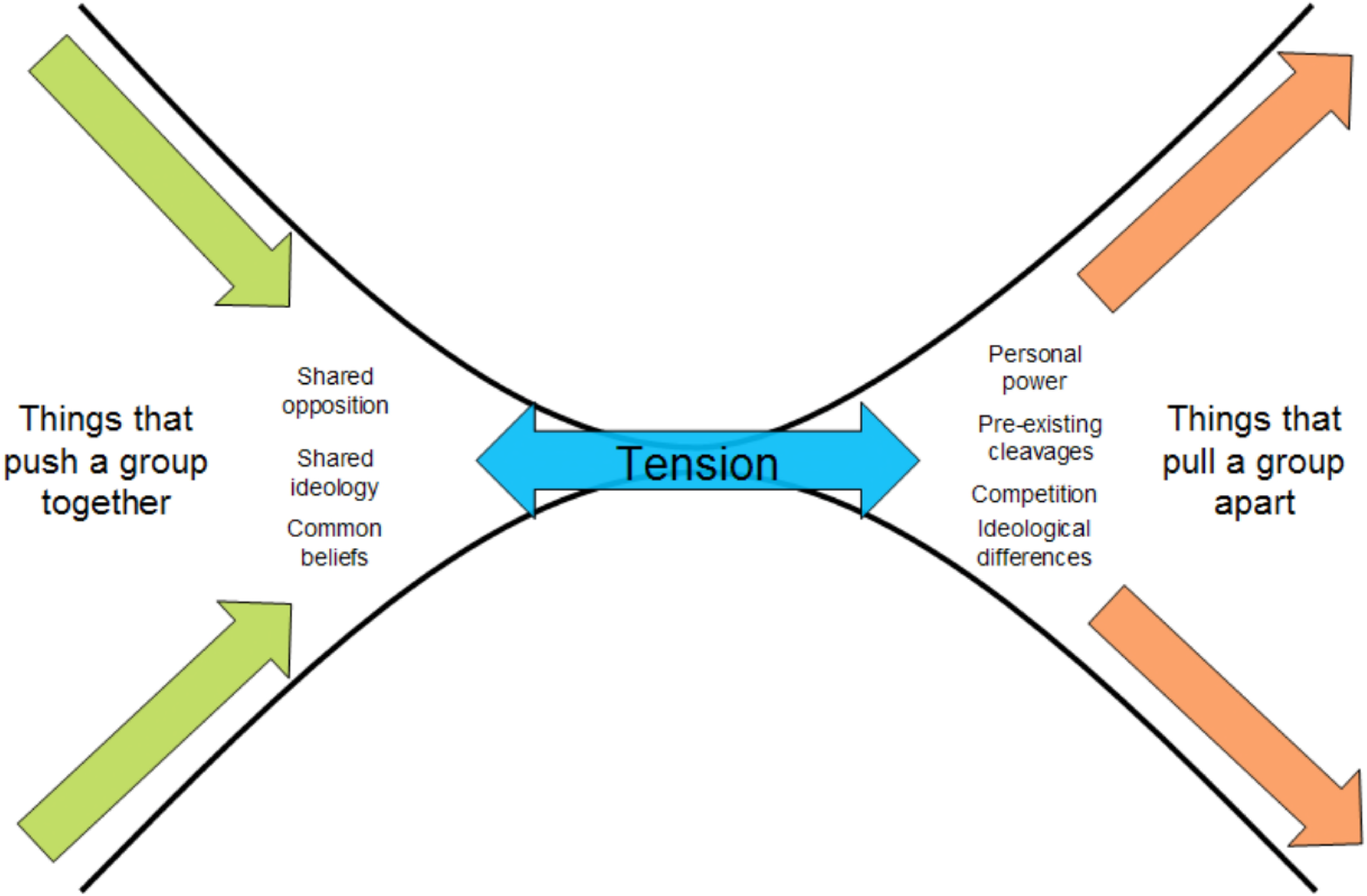
STRAND 4
Disruption and Computer Network Attack


Block
Turn
Fix
Disrupt
Limit
Delay

DISRUPTION
Operational Playbook

- Infiltration Operation
- Ruse Operation
- Set Piece Operation
- False Flag Operation
- False Rescue Operation
- Disruption Operation
- Sting Operation

Identifying & Exploiting fracture points



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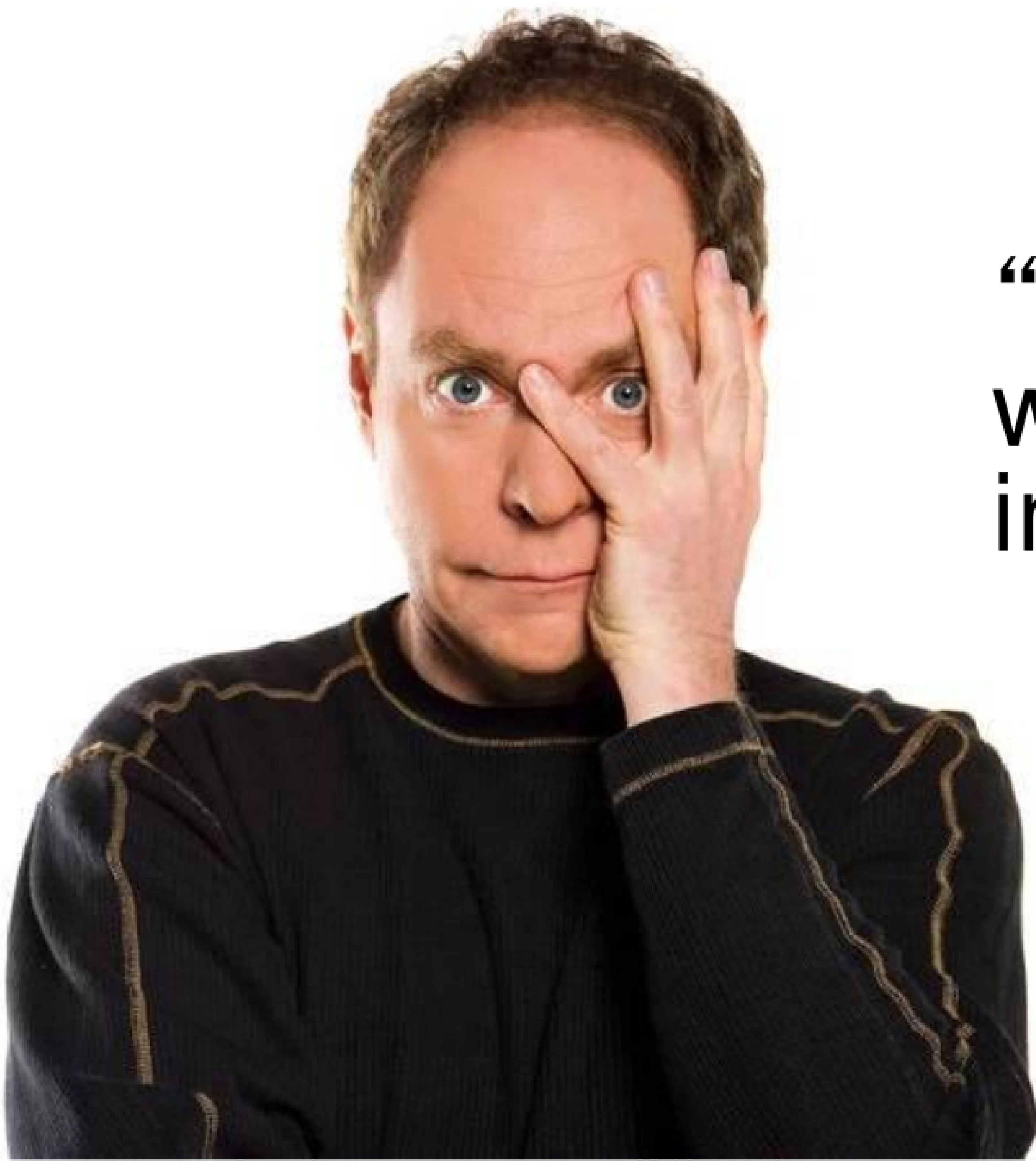
Accreditation

Full roll out complete by early 2013
150+ JTRIG and Ops staff fully trained

Mainstreaming work – push reduced "level 1" Tradecraft to 500+ GCHQ Analysts

"Relentlessly Optimise Training and Tradecraft"

GCHQ



"Conjuring with information"

Teller, 1998

[redacted]

Head of Human Science
JTRIG-HSOC
NSTS: [redacted]